



WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Strategic Media Placement
7669 Stagers Loop
Delaware, OH 43015

Contract # 3065404
Schedule Dates 10/11/17-10/17/17
Advertiser Ed Gillespie for VA Governor (116805)
Agency Strategic Media Placement (6694)
Product POLITICAL CANDIDATE (ns) (1186)
Brand Ed Gillespie (671299)
Salesperson Monares, Barbara (3870)
Sales Office WJLA/GJLA/EJLA
Buyer Name
Phone/Fax /
CPE 3191
Account Types Local/Political Candidate Agency BRD
Billing Type Standard
Comments

Date Entered 10/10/17
Last Modified 10/11/17
Entered By Kelsey Reardon
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$12,172.50
Net Total \$68,977.50
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Oct. 2017	67	\$81,150.00
Grand Total:	67	\$81,150.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/11/17-10/13/17	2	:30	6A- News-Good Morning Washington at 6a				1		1			2	\$1,000.00	\$2,000.00	Washington (WJLA)		10/10/17
2.0	Normal Line / SPOT	10/11/17-10/12/17	2	:30	7A- ABC-Good Morning America				1	1				2	\$1,000.00	\$2,000.00	Washington (WJLA)		10/10/17
3.0	Normal Line / SPOT	10/11/17-10/13/17	2	:30	9A- Live with Kelly				1		1			2	\$500.00	\$1,000.00	Washington (WJLA)		10/10/17
4.0	Normal Line / SPOT	10/11/17-10/13/17	2	:30	10A- Rachael Ray				1	1	1			3	\$250.00	\$750.00	Washington (WJLA)		10/10/17
5.0	Normal Line / SPOT	10/11/17-10/12/17	2	:30	11A- ABC-The View				1	1				2	\$450.00	\$900.00	Washington (WJLA)		10/10/17
6.0	Normal Line / SPOT	10/11/17-10/13/17	2	:30	12P- News-ABC 7 News at Noon				1		1			2	\$500.00	\$1,000.00	Washington (WJLA)		10/10/17
7.0	Normal Line / SPOT	10/11/17-10/13/17	2	:30	4P- News-ABC 7 News at 4p				1	1	1			3	\$500.00	\$1,500.00	Washington (WJLA)		10/10/17
8.0	Normal Line / SPOT	10/11/17-10/13/17	2	:30	5P- News-ABC 7 News at 5p				1	1	1			3	\$550.00	\$1,650.00	Washington (WJLA)		10/10/17
9.0	Normal Line / SPOT	10/11/17-10/13/17	2	:30	6P- News-ABC 7 News at 6p				1	1	1			3	\$700.00	\$2,100.00	Washington (WJLA)		10/10/17
10.0	Normal Line / Access	10/11/17-10/11/17	2	:30	6:57P- 7P (EST)				1					1	\$6,000.00	\$6,000.00	Washington (WJLA)		10/10/17
11.0	Normal Line / Access	10/11/17-10/13/17	2	:30	7:30P- Jeopardy				1		1			2	\$3,000.00	\$6,000.00	Washington (WJLA)		10/10/17
12.0	Normal Line / SPOT	10/11/17-10/13/17	2	:30	11:30P- 12:30A (EST)				1		1			2	\$500.00	\$1,000.00	Washington (WJLA)		10/10/17

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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The parties intend for the Standard Advertiser Terms and Conditions ("Terms") located at... <http://sbgi.net/?p=1224> ... to be part of their agreement, and the sale of advertising is expressly subject to said Terms.



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13.0	Normal Line / Prime	10/11/17-10/11/17	2	:30	10P- 11P (EST)				1					1	\$3,500.00	\$3,500.00	Washington (WJLA)		10/10/17
14.0	Normal Line / SPOT	10/12/17-10/13/17	2	:30	5A- News-Good Morning Washington at 5a					1	1			2	\$350.00	\$700.00	Washington (WJLA)		10/10/17
15.0	Normal Line / SPOT	10/12/17-10/12/17	2	:30	1P- ABC-The Chew					1				1	\$500.00	\$500.00	Washington (WJLA)		10/10/17
16.0	Normal Line / SPOT	10/12/17-10/12/17	2	:30	6:27P- 6:30P (EST)					1				1	\$3,000.00	\$3,000.00	Washington (WJLA)		10/10/17
17.0	Normal Line / Access	10/12/17-10/13/17	2	:30	7P- Wheel Of Fortune					1	1			2	\$2,000.00	\$4,000.00	Washington (WJLA)		10/10/17
18.0	Normal Line / SPOT	10/12/17-10/13/17	2	:30	11P- News-ABC 7 News at 11p					1	1			2	\$1,200.00	\$2,400.00	Washington (WJLA)		10/10/17
19.0	Normal Line / SPOT	10/14/17-10/14/17	2	:30	7A- ABC-Good Morning America Saturday							1		1	\$500.00	\$500.00	Washington (WJLA)		10/10/17
20.0	Normal Line / Football	10/14/17-10/14/17	2	:30	3:30P- Sports-ABC College Football Late							1		1	\$3,500.00	\$3,500.00	Washington (WJLA)		10/10/17
21.0	Normal Line / Football	10/14/17-10/14/17	2	:30	8P- Sports-ABC College Football Prime							1		1	\$4,000.00	\$4,000.00	Washington (WJLA)		10/10/17
22.0	Normal Line / SPOT	10/15/17-10/15/17	2	:30	10A- News-Full Measure with Sharyl Attkisson								1	1	\$200.00	\$200.00	Washington (WJLA)		10/10/17

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23.0	Normal Line / SPOT	10/15/17-10/15/17	2	:30	10:30A- Government Matters								1	1	\$150.00	\$150.00	Washington (WJLA)		10/10/17
24.0	Normal Line / SPOT	10/16/17-10/17/17	2	:30	5A- News-Good Morning Washington at 5a		1	1						2	\$350.00	\$700.00	Washington (WJLA)		10/10/17
25.0	Normal Line / SPOT	10/16/17-10/17/17	2	:30	6A- News-Good Morning Washington at 6a		1	1						2	\$1,000.00	\$2,000.00	Washington (WJLA)		10/10/17
26.0	Normal Line / SPOT	10/16/17-10/17/17	2	:30	7A- ABC-Good Morning America		1	1						2	\$1,000.00	\$2,000.00	Washington (WJLA)		10/10/17
27.0	Normal Line / SPOT	10/17/17-10/17/17	2	:30	9A- Live with Kelly			1						1	\$500.00	\$500.00	Washington (WJLA)		10/10/17
28.0	Normal Line / SPOT	10/16/17-10/16/17	2	:30	10A- Rachael Ray		1							1	\$250.00	\$250.00	Washington (WJLA)		10/10/17
29.0	Normal Line / SPOT	10/17/17-10/17/17	2	:30	11A- ABC-The View			1						1	\$450.00	\$450.00	Washington (WJLA)		10/10/17
30.0	Normal Line / SPOT	10/16/17-10/17/17	2	:30	12P- News-ABC 7 News at Noon		1	1						2	\$500.00	\$1,000.00	Washington (WJLA)		10/10/17
31.0	Normal Line / SPOT	10/17/17-10/17/17	2	:30	1P- ABC-The Chew			1						1	\$500.00	\$500.00	Washington (WJLA)		10/10/17
32.0	Normal Line / SPOT	10/16/17-10/17/17	2	:30	4P- News-ABC 7 News at 4p		1	1						2	\$500.00	\$1,000.00	Washington (WJLA)		10/10/17
33.0	Normal Line / SPOT	10/16/17-10/17/17	2	:30	5P- News-ABC 7 News at 5p		1	1						2	\$550.00	\$1,100.00	Washington (WJLA)		10/10/17

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34.0	Normal Line / SPOT	10/16/17-10/17/17	2	:30	6P- News-ABC 7 News at 6p		1	1						2	\$700.00	\$1,400.00	Washington (WJLA)		10/10/17
35.0	Normal Line / Access	10/17/17-10/17/17	2	:30	6:57P- 7P (EST)			1						1	\$6,000.00	\$6,000.00	Washington (WJLA)		10/10/17
36.0	Normal Line / Access	10/16/17-10/16/17	2	:30	7P- Wheel Of Fortune		1							1	\$2,000.00	\$2,000.00	Washington (WJLA)		10/10/17
37.0	Normal Line / Access	10/17/17-10/17/17	2	:30	7:30P- Jeopardy			1						1	\$3,000.00	\$3,000.00	Washington (WJLA)		10/10/17
38.0	Normal Line / Prime Premium	10/16/17-10/16/17	2	:30	10P- 11P (EST)		1							1	\$5,000.00	\$5,000.00	Washington (WJLA)		10/10/17
39.0	Normal Line / SPOT	10/16/17-10/17/17	2	:30	11P- News-ABC 7 News at 11p		1	1						2	\$1,200.00	\$2,400.00	Washington (WJLA)		10/10/17
40.0	Normal Line / SPOT	10/17/17-10/17/17	2	:30	11:30P- 12:30A (EST)			1						1	\$500.00	\$500.00	Washington (WJLA)		10/10/17
41.0	Normal Line / Football	10/14/17-10/14/17	2	:30	12:30P- 3:30P (EST)							1		1	\$3,000.00	\$3,000.00	Washington (WJLA)		10/11/17

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